

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
DIVISION OF AGRICULTURAL ECONOMICS

X A SUMMARY REPORT
OF
EXTENSION WORK IN MARKETING
(Preliminary) X

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JULY, 1949.

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of

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July, 1949

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This report undertakes to survey briefly the existing extension programs in marketing agricultural projects.

Purpose of this summary is to outline with a minimum of detail the activities being carried on in this field by the Extension Services in the various States and Territories and by the Federal Extension Service. It aims at broad perspective rather than a particularized view.

For the most part it has been distilled from annual extension reports covering the calendar year ending December 31, 1948, or the fiscal year ending June 30, 1949. It covers extension work financed with funds from any source, including the most recent expansion in marketing work arising from enactment of the Research and Marketing Act of 1946.

This is not a complete enumeration of all educational and demonstrative projects now under way, nor is it an attempt to evaluate these projects. In condensing the reports from which this digest is taken, examples were chosen which appear to illustrate reliably the nature of the work being done, its objectives, and the methods and materials used, while at the same time keeping the scope of the summary within practical limits.

It is hoped that this general review of extension work in marketing will be of value both in taking stock of Extension's current position and in plotting a future course.

SECTION I. MARKETING EXTENSION WORK OTHER THAN RMA PROJECTS

This review of the regular extension work in marketing is based entirely on the reports of marketing specialists. A complete report would include the marketing work of specialists whose time is mostly devoted to production, and of county extension agents who report that approximately five percent of their time is used in this field.

Reports from certain States have been selected for abstracting as illustrations of various types of marketing programs. Other States may have done equally good work but limitations of space preclude their use in this report. In many cases the way in which the State reports were written made them difficult to use without rewriting. It appeared better to include only those that were clear and condensed.

Cooperative Marketing

In 23 States there were educational programs with cooperatives which are not found in the reports by commodities. In some States a specialist devoted full time to work with cooperatives but generally the educational work in this field was done by one of the marketing specialists who had other duties. Cooperative marketing is recognized as an important part of the marketing system in most States, and the educational programs are designed to assist these organizations in improving their effectiveness. It should be noted that specialists are helpful in determining whether proposed cooperatives are likely to succeed. In some cases a negative report is useful in arriving at a decision that there is no real need for a cooperative.

Pennsylvania - This phase of the report deals specifically with accounting and business management work with cooperatives. Other phases of the work with cooperatives are discussed in the sections of this report dealing with the marketing of dairy products, poultry, and eggs, fruits and vegetables.

Agricultural economics in the cooperative field not only maintained its working contacts of former years but also made additions in its service through aid in the formation of new cooperatives and assisting many which are well established in revamping operational procedures and practices.

Assistance in the formative phase - legal papers, by-laws, accounting records - was extended to 17 associations whose operations were in the field of artificial breeding; wool, vegetable and livestock marketing; and promotional or educational work. Additional units were set up for five established associations where territories were extended.

Close supervision covering the entire cooperative effort in the artificial breeding of dairy cattle - legal phases, bookkeeping, accounting, auditing, patronage records, State and Federal reports - was requested and maintained throughout the year. This field of endeavor now embraces a State association, five central associations, and 48 local associations having 53 units.

Annual State cooperative reports were prepared for 47 associations. Federal annual returns were prepared for 39 associations along with exemption affidavits and supporting papers for 11 cooperatives.

Cotton and Miscellaneous Crops

Three States reported on tobacco marketing which was mostly the encouragement of grading demonstrations.

In three States local surpluses of hay were mentioned as problems which specialists assisted in solving.

Cotton - In only two States outside those having RMA projects was there a marketing specialist report on cotton.

North Carolina - One of the most effective extension methods used during 1948 was the general cotton marketing meetings conducted with veteran classes and non-veteran farmers. Two-hour meetings were scheduled in a selected group of counties and the entire meeting was devoted to cotton marketing. Special emphasis was placed on the use of the cotton classing service in marketing cotton. The groups were shown the various grades of cotton, the factors that determine grade, and the ways of determining staple length. It was pointed out that mills buy cotton on grade and staple. The reasons for buying cotton on these specifications were explained. Charts showing the differences in value between various grades were shown and it was also pointed out to those attending that cotton grading must be done by experienced classers. The groups were shown how to use market news in determining the value of cotton. Instruction was given concerning the ways in which cotton growers could secure free classification on their cotton.

During the fall, when cotton marketing was at its peak and the market price was below the support price, a question and answer form on Government loan was prepared and mailed to county agents and ginner throughout the State

To further acquaint the cotton grower with the support value of his cotton the classification cards were stamped giving the exact loan value on the grade and staple shown. The stamping of the class cards is an extension project which was started several years ago and is one of the most effective cotton marketing projects ever used. When a producer receives a class card, he not only knows the grade and staple but the exact support price.

Dairy Products

Most of the work in dairy marketing can be put in four groups: (1) Pricing, which includes work on market orders, with local bargaining organizations and information about market outlets; (2) Improving quality of milk and cream delivered by farmers and improvement in processing at milk plants, creameries, and cheese factories; (3) Educational work with cooperative creameries and cheese factories to get better business practices, help members and officers to understand their responsibilities, and in some cases to encourage consolidation of small plants to increase efficiency; and (4) A limited amount of work to inform consumers about the value of dairy products, and to increase the outlet for a particular product such as dried milk.

There were reports of some activity in dairy marketing by extension economists from 22 States. More than half of them had devoted considerable time to problems related to prices. About a third had been active in quality improvement programs and work with cooperatives. In three States there was a little work with consumers and on increased outlets.

As might be expected most of the work in the pricing field is near the large centers of population, the Northeast, and near the larger cities of the Middle West.

Quality improvement programs are a part of production in many States. These are not included since only extension economists' reports have been used.

New York Milkshed Price Committee. The pricing of fluid milk administratively in the New York market is one of the most important problems facing New York dairymen. One of the most important extension activities in the year of this report was the service of several economists on the committee which had been appointed earlier to study this problem. More than a full year was spent on this job which was completed late in 1948.

Ohio - In Licking County, producers decided to disband a small milk marketing association of bargaining type, and substitute for it affiliation with the bargaining association of the nearest large city, Columbus. Membership in the larger association is now an accomplished fact, and representation in milk marketing by that larger association is provided.

Wisconsin - The boards of directors of Albion and Hillside Cooperative Creameries requested assistance and advice in the desirability of combining the two plants into one larger operation. The report developed by the marketing specialist and presented to the Boards of Directors and stockholders of the two plants gives a complete picture of the procedure followed and the recommendations made. These two plants followed the recommendations and consolidation resulted. On July 1, all of the milk was delivered to the Albion plant.

Fruits and Vegetables

Marketing extension economists from 37 States reported educational work dealing with fruits or vegetables or with both. In 27 of these work on fruit was emphasized and in 12 marketing of potatoes or sweet potatoes was important. There was also work on a variety of vegetable crops in 12 States.

Improvement of the quality of product was the central idea back of most of the demonstrations and educational programs but, as indicated in the list below, there was a wide range in the educational program.

<u>Kind of Work</u>	<u>Number of States</u>
1. Grading and packing demonstrations	12
2. Use of newer kinds of packages	3
3. Prepacking	3
4. Direct delivery by growers to chain stores	4
5. Assistance in moving local supplies	4
6. Furnishing information about Government purchase programs ..	12
7. Assistance in getting marketing information to producers ...	8

<u>Kind of Work (con't)</u>	<u>Number of States</u>
8. Assistance in developing local markets	4
9. Assistance to cooperatives	10

Kentucky Marketing Clinics - A new approach to developing a marketing system or improving a marketing system was used by the marketing specialists in two areas in the State. In each area the new approach was initiated by holding a marketing clinic. The first area includes eight counties in south-eastern Kentucky and the clinic was held March 2 at Corbin, Kentucky, which is something of a central point to the area. There were 142 farmers and others present at the Corbin meeting. Strawberry production, on a commercial scale, was just getting started in the area and the first commercial crop was to be harvested in May, consequently a marketing system or systems had to be developed. In order to develop a sound marketing system, and one that would have at least a fair chance to succeed, it was deemed advisable to start by having a meeting (marketing clinic) in which producers, local farm leaders, local merchants, and bankers would discuss the problems involved with prospective dealers and buyers and marketing specialists of the Department. During the meeting a suggested marketing system was developed and marketing outlets were offered. Therefore the marketing system was understood by producers, buyers, and other interested agencies. The single clinic laid the groundwork for a good follow-up program and was followed by a series of farmer meetings at which the specialists discussed the plans for marketing the strawberry crop.

The second marketing clinic was held in Bowling Green, Kentucky, the center of a well established marketing system for commercial strawberries.

Michigan Potato Marketing - The Michigan Potato Development Association has been met with on several occasions. The association placed the tag of approval on over 500,000 packages during the season. The trade in some cities is demanding these tagged potatoes packed by shippers to the association's standards of a 2-inch minimum size and five percent tolerance for U.S. No. 1 potatoes. The association is a promotion and advertising agency, the actual marketing being done by its members.

At Escanaba producers were encouraged in developing a consumer package on a grade basis better than U. S. No. 1. These potatoes went to chain stores in Manhattan and Green Bay, Wisconsin. In May these dealers were contacted to get their attitude. They expressed complete satisfaction with the program and a desire for a larger quantity the next season. The price obtained by the farmer was at least 25 cents per CWT over the going market for U. S. No. 1 potatoes.

During the year potato grading demonstrations were held at seven places. The Federal-State Inspector of Fruits and Vegetables assisted in this work. The purpose was to get shippers and farmers more familiar with grade requirements. It is hoped to extend this work to every potato producing county.

New Jersey Prepackaging Demonstrations - Demonstrational programs and educational work with growers, consumers, and retailers on prepackaging have been given emphasis.

Probably the most important program involved prepackaging firm-ripe peaches. A box with partitions, holding twelve peaches $2\frac{1}{2}$ inches in size, was designed. A master container, holding twelve consumer units, was used for shipping. A total of 2460 cartons were packed on four Burlington County farms and sold through chain stores, the Beverly Auction Block, on commission, and through other outlets.

The program was highly successful. The small number of cartons available fell far short of demand. Four chains and a number of other buyers have indicated their desire for prepackaged peaches next season.

The growers experienced some packing house difficulties, but these can be eliminated when commercial packing lines are set up. Premiums for prepackaged peaches were seldom less than \$1.00 per bushel and sometimes reached \$2.00.

Studies at retail levels showed a reduction in waste, more attractive display, and ease of handling and selling. Consumers interviewed were greatly pleased with prepackaged peaches.

Pennsylvania Fruit - Much emphasis in the extension marketing program during the past year has been devoted to fruit marketing. This has been the result of direct requests by fruit growers for marketing assistance. The officers of the Franklin County Fruit Growers' Association, after a conference with the Extension staff, requested that an extension marketing specialist attend all of their scheduled meetings. This request was granted, and an attempt was made to have a marketing discussion at each of their meetings. They particularly asked for assistance in market outlook material, new developments in fruit marketing.

One district fruit growers' meeting was attended which included five counties. This was a general marketing meeting, at which time growers were instructed in basic marketing principles.

A tour of the Philadelphia Dock Street Market, as well as the railroad terminals, was conducted for a group of fruit growers from Snyder County.

Five wholesale and eight retail stores were visited in Pittsburgh in an effort to determine various handling methods of Pennsylvania peaches. At these stores the quality of the peaches was observed, with particular emphasis on degree of ripeness. The amount of bruising was checked in samples of Pennsylvania peaches. The information secured from the store visits was later discussed with fruit growers at their meetings.

Conferences were held with managers of three fruit growers' cooperatives in the State in an effort to modernize their marketing procedures.

Two days were spent on the Philadelphia market at the request of growers in an effort to determine the amount of bruising found on Pennsylvania apples and the seriousness of this bruising. Records were taken on several lots of apples, and the results will be presented to growers at winter meetings.

A peach market situation letter was prepared and mailed to 700 fruit growers in six counties. County agents in all counties of the State also received a copy. This was part of the new market information project.

An apple market situation letter was prepared and mailed to 875 growers in seven counties. County agents in all other counties of the State also received a copy. This also was part of the new market information project.

South Carolina Sweetpotatoes - Since sweetpotatoes have become an important cash crop in South Carolina, it was decided that a sweetpotato festival built around educational features would be worthwhile. The Extension Service, Experiment Station, Vocational Agricultural Department, dealers, growers and others joined hands in putting on the festival. Starting with the selection of the seed, every step to the washed and waxed potatoes loaded in car or truck was shown. This included methods and materials for controlling insects and diseases, as well as equipment for transplanting, harvesting, storing, grading, washing, waxing and packaging. Prizes were given for quality displays as well as prizes in a grading and packing contest for 4-H and FFA boys.

Grain and Seeds

Grain marketing was a recognized part of the extension work in twelve States. In only five States was there a definitely organized program, and in all of these the emphasis was on educational work with farmer-owned elevators. Changes in harvesting methods, the increased use of trucks, and the introduction of undesirable varieties are mentioned as creating marketing problems that need attention.

Some work in the marketing of seeds other than grain is in progress in Oregon, Idaho, Mississippi, and Alabama.

Illinois - The major project in this field of extension work was participation in the grain elevator management schools which were originated in 1946. Five schools were held during 1948.

Each of the schools was a three-day affair, and attendance varied from 40 to 75 people. There were two significant developments in connection with the schools. One was the increased attendance by men in administrative positions. The earlier schools were attended largely by veterans of World War II who were employed in country grain elevators and received subsistence under Public Law 346. By 1948 several of these earlier enrollees who had completed their two years of training and were no longer eligible for subsistence continued to attend the schools. In addition, there was an increasing interest and attendance on the part of more experienced men.

The other development was in the method of presenting subject matter. The program during 1948 consisted of more forum discussions and fewer formal talks. This method was found to be an effective teaching device, especially where the topics selected were in the nature of current grain marketing problems.

Oklahoma - As a basis for developing an Extension grain marketing program for 1948, a meeting was called of the wheat industry. Representatives at this meeting included growers, handlers, and millers. The following marketing program for 1948 was suggested by the group: (1) the problem of improving the quality of milling wheat grown in Oklahoma, (this later developed into an RMA project), (2) tackle the problems of dockage, excess moisture, etc., and (3) a series of grain grading schools be held as in the past years.

Grain grading schools were held at the following points: Frederick, Hobart, El Reno, Blackwell, and Cherokee. A total of 130 persons attended these meetings. Particular attention was given to the problems of excess moisture and dockage. Federal extension workers and Federal and State grain inspectors assisted with the schools.

Oklahoma, together with all other States located in the grain producing sections, found themselves in distressing circumstances with reference to grain storage.

A representative of the State Extension Staff, together with a State PMA representative, attended the conference held in Omaha, Nebraska, on the grain storage situation. Immediately following this meeting the radio facilities in the State were utilized to alert farmers and grain handlers on the seriousness of the situation.

A total of twenty-five separate radio broadcasts were carried by the major radio stations in Oklahoma during the first two weeks in August. Fifteen "platters," or recordings, were made for the use of County Agents who originate County radio programs. The majority of these broadcasts were made in cooperation with State Production and Marketing representatives.

Meat Animals and Wool

Marketing economists from twenty-one States reported work on these commodities. The amount of time devoted to this activity varied from a few days to work of one or more full-time specialists.

Six general classes include most, if not all, of the lines of work to which marketing specialists gave attention:

1. Educational programs to inform producers as to the advantage of selling on grade.
2. Market tours to familiarize producers with the problems at the central markets, and the quality of meat that comes from animals that are different in breeding and finish.
3. Assistance to cooperative livestock marketing associations. Improvements in business practices and facilities are emphasized.
4. Meetings and demonstrations connected with wool pools to improve quality of product and to increase the knowledge of grades.
5. Information as to market conditions and trends.
6. Improvement of facilities, including trucking and pens, at local assembly points.

Four or five States mentioned each of these classes of work. Of course, some States were working on two or three. Apparently the kind of work in any given State depends on local conditions, personnel available and the interests of farmers and specialists.

Alabama - Livestock Marketing. Assistance was given in revising area production and marketing plans to fit the local situation in all of the counties where beef cattle production is a major enterprise. These plans consist of year-round grazing crops adapted to the respective areas.

The county agents were assisted in the use of local marketing facilities to promote improved practices of production and marketing.

The local stockyards offered a weekly demonstration in the value of improved practices as cattle were sold. The county agents urged cattlemen to study sales at the yards and learn the increased monetary value of these improved practices.

Indiana - Livestock Market Tours. In general, the outline of work given has followed that worked out jointly by the market agencies and the Extension specialist. This includes details of the organization and operation of the market, observation of actual trading in the yards, and demonstrations of various types and grades of market livestock with price differentials. The afternoon is usually given over to a tour of a large packing plant with detailed information given to grade price relationship and to methods of slaughtering and processing used in connection with meats.

Although the tour groups vary somewhat in method of organization, special encouragement has been given to groups of younger farmers. Investigation has revealed that more than half of those in attendance had never previously visited a primary livestock market and a vast majority of those in attendance acknowledged that they knew little or nothing about market methods or grade price relationships before the tour. Tours have been held during the year on the Indianapolis, Chicago, and Cincinnati markets. A total of 18 tours were assisted with by the specialist, the total attendance being 512. Several tours were cancelled during the spring of 1948 because of the strike in packing plants.

Kansas - Beef Cattle Marketing. A program that continues to command the interest of large groups is that of buying or pooling orders for good quality replacement livestock. This method of purchasing livestock on a cooperative basis is constantly increasing in favor among county agents and livestock operators. This program has three distinct advantages: First, it gives smaller operators an opportunity to buy replacements on an equal footing with large operators; second, it assures buying good choice quality livestock at market value; and third, it lends itself to set up demonstrations for recommended practices in marketing and production.

Oklahoma - Livestock Clinics. This livestock clinic operating in its fifth year is especially helpful in bringing before the public and agricultural leaders the importance of livestock marketing problems such as grading, dressing percent, and cut-out values. This clinic was a two-day affair and was held on November 12 and 13, 1947, at Oklahoma City. Representative groups of slaughter cattle were slaughtered on the first day and the carcasses studied on the hooks the second day.

Outstanding national leaders addressed the sessions on livestock production and marketing problems.

Poultry and Eggs

Marketing specialists in twenty-four States reported in this field. Most of them had an active program designed to reach a considerable number of producers and handlers. In all twenty-four States the marketing of eggs was receiving attention. Six State reports described work in the marketing of chickens and the same number told of turkey marketing.

The egg marketing program in all cases dealt with one or more phases of quality, such as better handling by producers, middlemen, and consumers, grading as a help in recognition of quality, getting and maintaining a market for quality eggs. Improved facilities was a part of the program in some States, designed to get better quality as well as greater efficiency.

In the marketing of chickens and turkeys, the emphasis was on improvement in facilities and on information as to current market conditions and trends.

Minnesota - Furnishing Information to Producers and Handlers About Egg

Quality. News releases have been prepared on egg quality losses on the farm, which have been forwarded to local papers through the Extension publications office.

A number of county-wide meetings have been held to discuss the problem and to disseminate the mimeographed report. This information is also being disseminated at egg institutes.

The information obtained from the retail store survey was assembled and prepared in preliminary mimeographed form and later published in Minnesota Farm Business Notes.

Assistance was given by State Extension project leaders to the county agent of Hennepin County who surveyed producers regarding egg handling methods. This material was published in a mimeographed pamphlet.

Arrangements were made with the "Minneapolis Consumer Interests" group and assistance was given to research personnel in preparing a questionnaire to be used by "Consumer Interests" in obtaining information from Minneapolis homemakers on reactions to present methods of merchandising eggs. The information was assembled and mimeographed.

Missouri - Eleven district meetings over the State were held to lay the groundwork for a Quality Egg Program. These meetings, touching approximately fifty counties, were attended primarily by county extension agents, egg buyers, and processors. As a result of these meetings, the following steps have been taken:

1. 50,000 envelope stuffers purchased by county agents and industry members.
2. 10,000 circular letters purchased by agents for 3 months' distribution period.
3. 500 large two-color posters distributed to counties for display in prominent places.
4. Two radio scripts and four news stories placed in the hands of county agents.
5. Five radio transcriptions made by specialists during months campaign was conducted.
6. Publicity sent to four State papers and three national papers. Approximately 15 news stories in all were released on the subject.
7. Organized thirty-eight Fall Poultry Improvement Days at which quality products are exhibited and discussed.

New Hampshire - Poultry Dressing Plants. The plan provided for assistance to poultrymen in developing a good practical dressing plant for their own conditions.

Minimum purchase of equipment consisted of a scalding, a plucking machine, killing cones, chilling barrels or tank, wash sink, tables or bench for wrapping and packaging.

The initial goal was to set up ten poultry dressing plants, following new and improved methods, and although not all of these ten are equally meticulous in putting out a high-quality dressed bird, considerable improvement has been made, and in all cases additional profits above labor costs have been realized.

Ohio - Egg Cooperatives. Since the development of the first quality egg-marketing cooperative association in 1932 in Northeastern Ohio, the Extension Service has made this one of the important phases of the program. There are seven such organizations in operation at the present, and close contact has been maintained with these organizations.

Most of the marketing effort was spent in working with the cooperatives. Specialists attended 11 local marketing organization board meetings and five Federated Egg Cooperatives board meetings, which is the overhead sales agency of six of the local associations. Thirty farm visits were made to assist members with egg quality problems.

Texas - Turkey Marketing. Texas is one of the leading turkey producing States in the nation, and therefore much time is given to the problems pertaining to marketing of turkeys and turkey hatching eggs. The shippers were assisted through the county agents, thereby supplying the informational material on packaging, shipping, and conserving of eggs laid.

Demonstrations were given in the heavy turkey producing areas on proper procedures in selecting, handling, and processing. These meetings and demonstrations were attended by producers, processors, and service groups, in fact, they all were represented on the programs.

Work which was started in 1946 relative to merchandising turkey on a year-round basis was continued in 1948.

It is not possible to estimate closely the actual value of this work done. It is not only of value to the industry in Texas but to the nation as a whole. Cooperatives working with the marketing of poultry and poultry products were given assistance through the county extension agents and personnel of this department in many places in the State. Processing of turkeys was done by two cooperatives on a rather large scale. Assistance was given these businesses with respect to methods and efficiency of processing and helping to find market outlets.

Section II. RMA EXTENSION MARKETING PROJECTS

Passage of the Research and Marketing Act in 1946 widened the base under the extension program and facilitated a noteworthy expansion of the work in marketing. Additional work of great significance has been started, and as funds and qualified personnel become available, new marketing projects are being added. Existing RMA projects are reported and illustrated separately here.

Consumer Education

"How can I get the most for my food dollar" is a problem with which homemakers expect extension workers to help them. Extension workers are in need of more information in order to deal effectively with the problem. However, once given the funds, personnel, and opportunity, 14 States have demonstrated that a good job can be done helping consumers with their problems. Under the Research and Marketing Act three kinds of consumer education projects have been set up - State, Urban, and Regional programs.

State project

Michigan has in operation a state-wide project on "Consumer Education in the Utilization and Consumption of Agricultural Commodities," under the leadership of Mr. A. B. Love. Excellent teaching materials have been developed with the help of extension economists G. N. Motts and Mary Bodwell. Sixty large charts were prepared for discussion clinics. They illustrate important production, marketing, and consumption problems or situations confronted by growers, shippers, middlemen, or consumers of fruit and vegetables in Michigan.

Arrangements have been made with discussion leaders of the Farm Bureau, lecturers of the Grange, and with other groups, such as vocational agriculture teachers, labor groups, and home economics groups to carry on their discussion meetings around a discussion pamphlet prepared and distributed under this project by Michigan State College Extension Service.

The material is distributed through the county extension agents. District meetings have been held with all the county agents and the project discussed. Two pamphlets have been prepared - "Is the Farm Program to Blame for High Food Prices?"; "Are Hard Times Ahead for the Farmers?" Some 22,000 copies of each have been distributed.

Successful projects have been the grower-grocer clinics, grocer clinics, consumer clinics, Consumer Food Facts weekly radio broadcasts, and projects on grades and grading. A weekly Family Food News series is a new addition to this program.

A method of collecting data was set up so that more accurate information concerning the availability of agricultural products could be obtained for the local areas. Counties were selected which would be representative of different areas of the State.

The plan is for the county home demonstration agent to secure from representative grocers the selected list of foods, based on the Basic Seven Food Needs, which are available in plentiful, moderate, or light supply, with the price per unit or the range in price. Representative grocers were selected to cover the chain, super-market and independent grocers. The information is used locally for news and radio information by the County Extension Office and sent to the Consumer Education project leader for use in a state-wide market news analysis report. Such a service should bring about a better distribution of food and homemakers should be more acutely aware of the possibilities of utilizing these foods for their families.

State projects in this field are being conducted in Connecticut, Upper New York State, Oklahoma, Utah, and Puerto Rico. -11

Urban project

Urban Consumer Education work for Kentucky was started in Louisville, Kentucky through contacts with service groups, buyers and handlers of food, producers, radio press, and consumers. Through personal contacts and through meetings, Mrs. Miriam Kelley was able to get cooperation of these groups. A program is planned with the idea of giving consumers up-to-the-minute information on foods available in local markets, and making suggestions for buying for purposes such as canning, storage, freezing, and daily consumption. Home-grown foods receive special emphasis. Two of the chain stores featured for four weeks only homegrown sweet potatoes. A good educational program was carried on and Jefferson County sweet potatoes sold readily. Housewives become more aware of home-grown products on the market.

Interesting demonstrations for groups have been given on the selection of fruits and vegetables. An exhibit of the fruit and vegetable supply for a family for one week was used.

If you lived in or near Louisville you could hear Mrs. Kelley on Be Market-wise broadcasts every weekday morning at 9:00. Two times a week you could read her column in the paper, receive her regular good news letter, and pick up in a local market or store one of her recipe sheets featuring foods in abundance. If you are fortunate you might even see this busy person on her regular visits to markets to check on supply, price, and quality.

The Louisville Consumer education program now reaches out and serves Lexington, Versailles, and Paris.

Urban projects are being carried on very effectively in Birmingham, Alabama; Atlanta, Georgia; Baltimore, Maryland; Seattle, Washington; and Milwaukee, Wisconsin. South Carolina's program serves urban, city, and rural areas of three counties. Louisiana started projects in New Orleans and Baton Rouge, but now include four more cities.

Regional projects

The task of Extension Service in its marketing work with consumers is to provide usable information concerning agricultural products, and the services rendered by the marketing system. State and urban Consumer Education projects are set up for this purpose. Regional projects develop out of a need for an effective program to improve marketing conditions in an area that extends into two or more States, and where joint action is desired. An area served by one market may need a regional project to supplement the work done in the States and to help them pool their efforts. One such project is centered in New York City, and two more are off to a good start - one in New England, and one in the Kansas City area.

Even though it is often spoken of as the Food Marketing Service in New York City, from this metropolitan office there has developed a program which includes not only the five boroughs of the city but nine counties of southeastern New York, three of Connecticut, and four of New Jersey.

The program has two distinct phases: (1) Obtaining data and developing sound, accurate, pertinent, current information relative to food supply and (2) dissemination of the information to the consumer.

In the assembling of information help is being received from the Production and Marketing Administration, Federal and State Market News Services, the New York State Department of Agriculture and Markets, New York City Division of Markets, New Jersey Division of Markets, Connecticut Department of Farms and Markets, New York State Colleges of Agriculture and Home Economics, New Jersey State College of Agriculture, University of Connecticut, County Extension personnel, trade organization, and other organizations. From these sources, weekly food marketing bulletins are prepared and distributed.

Dissemination of information is first through the weekly Food Marketing Bulletin of 360 copies which goes to extension agents and other persons conducting information programs with the consumer. These include Public Health and social service agencies, welfare agencies, child care centers, colleges, public schools, educational agencies, commercial concerns, food editors of newspapers and magazines, and radio stations.

Brides' schools - designed to teach wise buying of food as well as its economical utilization through food preparation and meal planning - were held.

Four sessions, one each week, were held with five separate groups, with a total attendance of 2,178 people. Meetings are conducted with special interest groups.

A tour of the New York City wholesale markets was held for extension agents in this area.

Dr. Carlton Wright and Mrs. Lorraine Houlihan conduct conferences at their New York City office, and in the cooperating counties to help extension agents make wise use of the food information as they adapt it to their local situations and use it in meetings, news letters, and through the local press and radio stations.

Through the Consumer Education projects under the Research and Marketing Act, Extension has an opportunity to broaden its program. Alerting homemakers about commodities in abundant supplies helps the producer move his crops to market at a reasonable profit. As more projects - State, urban, and regional - are developed, a real contribution will be made to both rural and urban living.

Dairy Products

Many of the States where the dairy industry is a major enterprise have been conducting extension work in milk marketing for some years.

The new and additional requirements for Extension RMA projects result currently in dairy marketing projects being in States doing but little marketing extension work previously.

The requirement for new State money for matching RMA Title II funds means that States are able to obtain new funds more readily for commodities or field of marketing where little or no work has been done previously.

The result of these and other factors is that for the past fiscal year only 8 out of the 48 States carried on Extension RMA projects in dairy marketing. These include New Hampshire and Maryland in the Northeast, South Carolina, the important central dairy States of Wisconsin and Minnesota, also the States of Missouri,

Nebraska, and New Mexico, in areas where dairying is of less importance than other types of agriculture.

The projects vary from State to State. New Hampshire is devoting particular attention to the quality of fluid milk retailed in small communities. Maryland and South Carolina are giving attention to the pricing and efficiency of handling fluid milk for metropolitan distribution. The marketing extension work in Missouri, Nebraska, and New Mexico is aimed particularly at problems of quality of cream for butter manufacture and of milk around metropolitan areas.

In all of these States, except Minnesota, new State money from State appropriations was used to match RMA funds.

In Minnesota, a rather ambitious program was carried on during this fiscal year in the absence of new State appropriations through a contribution by the dairy industry of \$10,000 which was matched by RMA funds. This program developed from a suggestion by the Dairy Industry Committee of Minnesota for a rather intensified program to improve the quality of milk delivered to country and city plants by producers. The project was broadly outlined by a committee made up of the chairman of the dairy industry group, the directors of the Extension Service and the Experiment Station, specialists at the College, and the Commissioner of Agriculture. They decided that the most effective way of reaching a large number of people on this particular problem would be to develop exhibits that could be shown in many rural areas of the State over a period of several months. This project was called "The Dairy Quality Caravan."

The exhibits finally included seven sections:

1. Know Your Dairy Industry.
2. Changes in the Dairy Industry 1938-1948.
3. Clean Milk Starts in the Barn.
4. Keep Milk Clean (Milk House).
5. Make Your Water Supply Safe.
6. Grading Protects Quality.
7. Quality Eggs and Poultry.

Each section of this exhibit had a back drop of illustrations or charts and in some cases additional materials. A narrow table in front provided space for additional equipment or displays. Each was outlined by a committee of specialists and industry representatives. A commercial display firm was employed to do the art work and prepare the charts and models. Each was named by from one to three people, depending upon the size of the audience. A trial showing was made at the Minnesota State Fair and with some modification the exhibits were ready for the road. The exhibit material was made so that it could be quickly set up and taken down and when ready to move was in crates that protected the equipment, models and displays. Two large semi-trailer trucks were required to move this exhibit from place to place. A large auditorium such as the high school gymnasium or armory was needed to set up the exhibit and provide space for the audience. County agents were informed of the specifications required as to space, electric current, helpers for unloading, setting up and reloading, and were responsible for local publicity. Agents from neighboring counties helped to man some of the exhibits, assistance was also given by representatives of the dairy industry and State Departments of Health and of Agriculture.

The show started on the road in October 1948 and showed in about 50 places. Only one showing was cancelled because of unfavorable weather, but it was held two days later.

A very thorough job was done of preparing state-wide publicity and suggestions for fill-in publicity to be used in the local areas by press and radio.

Semi-trailer vans were provided by Land O'Lakes Creameries, Inc., Twin City Milk Producers Association, Rochester Dairies Cooperative, and Swift & Company. After a little experience, the trailers could be unloaded in an hour and the exhibit dismantled and loaded in the trucks in a similar length of time at the end of the day. Ordinarily, the truck movement from one stop to another was accomplished after a day's showing in one town and the crates unloaded in the auditorium in the evening to be set up the following morning.

Over 77,000 persons saw these exhibits. One result of good publicity was that people came to be informed rather than entertained. Literature was available in connection with several of the exhibits and a rather wide distribution accomplished to persons who were particularly interested. The attendance varied for each stop from a low of about 500 to a high of about 3,500.

This project resulted in a closely integrated effort on the part of many extension people and several organizations and agencies, each making their contribution toward helping farmers more fully understand what is required to produce and deliver quality milk.

Several of the central-western States' extension marketing work has been aimed at improving the quality of cream for manufacture. The development of quality standards for fluid milk has directed the attention of economists in several of these States to problems of dairymen and milk handlers in connection with fluid milk distribution.

Missouri provides an example of the timeliness of the assistance that may be given by dairy marketing specialists. Striking changes occurred in 1948 when Missouri dairymen constructed 760 new milk houses and 768 low-cost milking barns to comply with milk quality regulations. The marketing specialist has been spending most of his time in helping producers and handlers to understand and take the necessary steps to raise milk quality to meet the new standards for the St. Louis and Kansas City milk markets.

In Wisconsin, the extension work in milk marketing is conducted through the joint effort of extension workers in Agricultural Economics, Dairy Industry, and Agricultural Engineering. The project is divided into three phases. One deals with the quality of milk as produced on the farm and as handled in the plant. Another phase of the work involves technical assistance in connection with the business organization, the management, the technical and engineering aspects of the dairy plant operation, and the third phase has to do with expanding market outlets for dry whole milk and dry non-fat milk solids.

In the Swiss cheese area of southwestern Wisconsin, an educational program was carried on with cheese makers, fieldmen, plant operators, marketing representatives and producers. The discussions at a series of six educational meetings included manufacturing procedures, quality milk production, bacteriological problems, composition control problems, plant expansion and remodeling problems, and sewage disposals. Three hundred twenty-four individuals attended these meetings representing 74 cheese factories and dairy plants in the area. The improvement in the quality of milk delivered to the plant and the product at the plant was gratifying.

Numerous dairy plants throughout the State received assistance in connection with problems of quality, such as undue amount of sediment, off-flavor, high bacterial count, composition and flavor of butter, solubility of powdered products, and the like. Assistance was also given in connection with general quality improvement practices, as well as in connection with the particular difficulties experienced from time to time.

Extension specialists in Agricultural Engineering and Entomology cooperated with dairy specialists and managers of dairy plants in conducting an educational program throughout the year. This program reached 11,464 farmer patrons of these plants through demonstrations, meetings, and literature on problems of milk quality as delivered by the farmer.

Technical assistance was given in connection with proposed expansion of dairy plants and the consolidation of low-volume plants. Assistance was also rendered in connection with engineering and manufacturing plants having to do with installation and re-arrangement of plant equipment and the introduction of new manufacturing procedures. During the year, 47 dairy plants were given technical assistance in connection with various business, engineering, and operational problems. Particular interest was displayed in arrangements and techniques which can simplify or reduce the time and effort involved in keeping records and computing payments due patrons. Ninety-three plants cooperated with extension specialists on business problems.

The educational work done in connection with the expansion of market outlets for dry milk included intensive work on the institutional use of dry non-fat milk solids in the city of Milwaukee and the use of dry whole milk in the resort areas of northern Wisconsin. In Milwaukee, work was done with cafeterias, restaurants, hospitals, hotels, and similar institutions to encourage the practical use of dry non-fat milk solids in various ways. Demonstrations were given concerning ways of using dry non-fat milk solids without reliquefaction. Information was made available on the economic value of non-fat milk solids and the ways in which it could be satisfactorily used in improving the nutrition of meals.

The demonstrational work on the use of dry whole milk was done in grocery stores in northern Wisconsin. Local extension agents assisted in publicity. Only one of the cooperating stores had previously stocked dry whole milk. Demonstrations were made from a booth set up in the store. Dry whole milk is reliquefied in the evening for use the following day. Store managers were pleased with the sales of dry whole milk and customers indicated a favorable reaction to the information they gained on the various ways in which dry milk could be conveniently used by the family.

Although only a few States now have extension programs partially financed through FMA funds, the wide variety of educational work done by these States indicates many possibilities of expanding and coordinating extension work in this field. The need for regional interest and activity is indicated by the experience with dry milk, most of which is manufactured in the northern dairy States. The areas with greatest deficiency of milk in the diet are likely to be in sections with limited numbers of dairy cows. Similarly, the bulk of consumption of most dairy products is in urban areas some distance from the States of heaviest production. A regional project in connection with the marketing and consumption of dry milk products now being developed may provide the basis for further and more effective extension marketing work with dairy products.

Economic and Marketing Information

RMA economic and marketing information projects are being carried on in eight States - Indiana, Maryland, Michigan, Pennsylvania, South Carolina, South Dakota, Vermont, and Washington. These projects include the dissemination of economic and marketing information to producers, trade organizations, and consumers. A description of the work under way in two States is presented as an example of this program.

Various methods of disseminating economic and marketing information to producers distributors, and county agents are being developed in the Pennsylvania Market Information project. Demonstrating methods of assembling, analyzing, and disseminating background and current information for State use is also a part of this work. Particular attention is given to applying this information to the marketing of fruits, vegetables, potatoes, poultry, and eggs. This work is generally applicable throughout Pennsylvania, but with special emphasis to seven counties and the markets in Philadelphia and Pittsburgh. Orderly marketing is the goal. Information about the movement in trade channels, foreseeing market gluts and suggestions for improved distribution are the primary elements in the program.

In cooperation with the Federal-State Crop Reporting Service and selected cooperatives in the State, economic and marketing information is being assembled covering cold storage holdings, supplies on farm and in trade channels, probable production, current price quotations in different markets, and consumer demands and preferences. For fruit and vegetables, information is being compiled for Philadelphia, New York, Pittsburgh, Baltimore, and Martinsburg, West Virginia. Similar material is assembled for poultry and eggs at important markets for the State.

To disseminate economic and marketing information to producers, distributors, and county agents, Pennsylvania uses the press, radio, direct mail, leaflets and visual aids; standard media for mass distribution of information. It is desirable that each method be developed to contribute as much as possible to the program.

On the average one article a week has been carried in the weekly county agents' news, a clip sheet sent to county workers. News articles in this service are localized by the county agent and furnished local editors. In addition to the regular county agent news service, the agricultural editor supplies up-to-date economic and market news for magazines and metropolitan and out-of-State newspapers. An effort is made to give consumers a knowledge of foods in abundant supply. The project leader cooperates with nutrition specialists in providing background information and coordinating releases covering this phase of the work.

A regular supply of economic and market information is furnished to the radio editor for including in the regular broadcast releases to radio stations. Several wire recordings have been used successfully. Seven recordings have been used on a state-wide basis. Fifteen counties have made recordings of economic and market news items for use on local stations. One recording dramatized for consumers the production and movement of Pennsylvania farm products through their various channels to the ultimate consumer.

A monthly Poultry Market Digest Letter is mailed to approximately 2,500 poultrymen. About 2,300 of this number live in the eight counties where the project is being given special emphasis. This one-page mimeographed publication is devoted to a brief analysis of conditions in the poultry and egg market at time of issue. It also carries a summary of the latest available statistical data with comparisons.

Special commodity marketing situation reports have been prepared and distributed on apples, potatoes, peaches, and small fruits. Each of these reports presents facts and figures of interest to all who sell or handle a particular commodity. Approximately 5,000 of each of these reports have been distributed to producers and marketing organizations.

The annual agricultural outlook report is carried in a special edition of Pennsylvania Farm Economics. Approximately 10,000 farmers and agricultural leaders receive this publication.

A monthly business report is prepared and mailed to all county extension agents each month. Reports indicate that this information is being used as a basis for comments on economics and marketing in many meetings and over the radio.

In an effort to review the work of the project conducted during the past year a conference was held of county agents representing the seven counties in which the project is given special emphasis. Suggestions by county agents and many of the ideas developed from this conference are incorporated in the project program for the coming year.

The project leader has cooperated with the extension survey specialist in reviewing the results of the work completed in the counties where the economic and market information project has been emphasized during the year. A preliminary survey was conducted in one county to check the acceptance of the monthly Poultry Markets Digest letter. Another survey is nearing completion in four other counties.

Although the survey has not been completed, there are definite indications that the regular letters, such as the Poultry Market Digest, are building a significant reader following. Farmers receiving the Poultry Market Digest were fairly well posted on the poultry and egg market situation and expressed good reasons for their views. In numbers of cases, the commodity reports were filed for reference.

The Michigan project is devoted to developing an understanding among farmers, farm organizations, public agencies, and other related groups which will better enable them to interpret, formulate, and make necessary adjustments to agricultural marketing programs and price policies.

Emphasis is placed on developing an understanding of

1. Economic factors affecting both domestic and foreign markets for agricultural commodities and the interdependence of these two markets on each other.
2. The impact of current and prospective agricultural marketing programs on the welfare of various types of farms, and also on the welfare of the economy as a whole.
3. The effect of trade restrictions, both interstate and international, on the agricultural economy of the State of Michigan and the United States as a whole.

Different methods are being developed for disseminating this information to farmers, farm organizations, public agencies, and other groups. Specific economic discussion material has been developed for use in county extension programs and by farm organization discussion groups. Information has been disseminated by such means as the press and radio. Charts, motion pictures,

and other visual aids have been used.

Because of limited personnel available, emphasis has been placed on developing specific economic discussion material. A series of printed publications has been prepared, entitled, "Open Meetings on Agricultural Policy." This series included the following discussion topics:

1. Is the Farm Program to Blame for High Food Prices?
2. Are Hard Times Ahead for the Farmers?
3. Does World Trade Help Michigan Farmers?
4. Do Farmers Get a Fair Share of the Food Dollar?
5. After World War I, Did Farm Programs Help?
6. Can We Gain by Reducing Production?

The material for these publications was prepared two months in advance. For the first month it was prepared and printed and for the second, prepared and mimeographed. These publications were then presented to county agents at a series of district conferences held every other month. A discussion of the topics for both months was conducted and proposed changes in the mimeograph copy were noted. Both subject matter and discussion methods were discussed at these conferences. Supplies of the printed issue were distributed to county agents at the conference. The second month's issue was revised, printed, and sent to the agents in quantities requested.

The county agents held regular monthly county meetings with local discussion leaders to present the subject matter and teach group discussion methods. At this meeting each of the local leaders was given enough discussion pamphlets to supply each family in his discussion groups. The local leaders led discussions on each subject at their local meetings.

Background material on each discussion topic was furnished county agents and local leaders. Background articles also appeared in the monthly publication, "Michigan Farm Economics." Appropriate moving pictures were supplied to county agents for use in their leader-training meetings.

A monthly radio program was presented over the college station, WKAR. The program consisted of a discussion of the following month's discussion topic by members of the college staff and State agricultural leaders.

Discussion material has been used by Farm Bureau, Grange, Farmers' Union, veterans' groups, vocational agricultural teachers, civic groups, labor groups, and other interested parties. The material was used in approximately fifty counties in the State. About 18,000 discussion leaflets were distributed monthly.

An economics news letter has recently been started. It is mailed to county agents and agricultural leaders.

It is expected that during the next year more emphasis will be given to other methods of disseminating economic and market information.

Field Crops

Educational and demonstrational projects on improving the handling and marketing of important field crops are being carried out under the Research and Marketing Act in 12 States. These projects deal with cotton, wheat, small grain, seed crops, and corn food products.

Cotton

Georgia, Mississippi, Missouri, Oklahoma and New Mexico are conducting projects to demonstrate on a market area basis practical methods of identifying, handling and marketing one-variety cotton. The purpose of these projects is to aid in the adjustment and adoption of new practices that will facilitate the tagging, assembling and merchandising of cotton according to variety, area of growth and year of growth. Research and fiber testing has shown that variety is one of the major factors in determining quality and spinning performance. Mills, however, are presently restricted in their ability to take account of the variety factor in purchasing raw cotton. This condition not only affects cotton spinners in procuring the precise types and qualities needed for their end products but it limits the value of the one-variety cotton production to producers.

The problem is being attacked through concentrated effort in the five States conducting RMA projects by organizing one-variety marketing areas. The areas are usually made up of a number of communities where one-variety production is well developed. The area marketing programs involve the cooperation and assistance of producers, ginner, local buyers, central market agencies, warehouse agencies and cotton manufacturers.

In the 1948-49 marketing season about 12 thousand bales of cotton were identified as to variety in the Georgia marketing areas. In New Mexico most of the crop is of one variety and about 80 thousand bales were identified. The projects in Mississippi, Missouri and Oklahoma were in the developmental stages in 1948-49, and a very few bales were identified for marketing purposes. The programs in these States are expected to be in operation during the 1949-50 marketing season.

The experience to date indicates that for maximum results to be obtained in marketing cotton on the basis of variety and area of growth, larger volumes are needed to justify the trade and the mills in making adjustments in their methods. The project leaders have also recognized the need for regional work in connection with the local programs to make them most effective. This involves educational and demonstrational work with central market agencies, regional warehouse and compress agencies, and with textile mills.

Grain and seeds

New educational and demonstrational work on improving the handling of wheat, small grain and seed crops is being conducted in Alabama, Mississippi, Oklahoma, Kansas, Illinois, Minnesota, Indiana, Missouri, and Oregon.

The major work on improving the handling and marketing of wheat up to date has been done in Oklahoma and Missouri.

The objective of the program in Oklahoma is to assist growers in receiving full market value for commercial qualities of superior milling wheats, develop and encourage handling procedures to avoid mixtures in the marketing of wheat, and to keep producers, handlers, and processors informed of problems in the marketing of

improved commercial varieties. In Missouri, major attention is being given to the problem of marketing mixed types of wheat. Work is being done with dealers and handlers to encourage them to buy on the basis of quality and keep the different types of wheat separate. Pilot demonstrations are also being conducted in selected areas to show the advantages of proper cleaning, packaging, labeling, and marketing standardized varieties of other grain and seed crops.

In Alabama, Mississippi and Oregon, projects are under way to demonstrate improved handling and marketing practices for seed crops and to aid in developing market outlets. Major emphasis in the Southern States is to improve marketing methods for locally grown seed crops. Intensive work is being done with producers, local seed buyers and the wholesale and retail seed trade on quality improvement through proper handling, processing, packaging, labeling, and better merchandising. Oregon is working on better seed processing, packaging and labeling of winter cover, turf and forage seed with the purpose of expanding market outlets in the regions of the country that are heavy users of these seeds.

In Illinois and Minnesota, work has recently been started on educational and demonstration work with elevator operators. The purpose of these projects is to aid in improvement of the organization and efficiency of grain elevators. The problem is being approached through intensive work with elevator operators.

A new project has just been approved for work on wheat marketing in Kansas similar to the work in Oklahoma.

Indiana is getting started on an educational and demonstrational program on grain drying to improve and maintain market quality. This work will be done with producers, local elevators, etc., where grain drying is feasible.

Plans are now under way on the development of a regional grain-marketing project in the Hard Red Winter Wheat Area. The regional work will be closely coordinated with the individual State projects and place emphasis on grain marketing problems of handling, storing, grading and pricing that are common to the area.

In South Carolina, Alabama, and Mississippi, State projects are under way on improving the quality, processing, and merchandising of corn meal and other corn products for human consumption. Special emphasis is being placed on work with corn meal processors on enrichment, improved storage, better sanitation, and the improved packaging, labeling, and merchandising of corn meal. A regional project has been approved and will begin August 1 on the regional aspect of corn meal and corn food products marketing. The regional work will be carried on in the 13 Southern States in cooperation with the State extension services.

Forestry Products

Forestry marketing projects are in operation in Louisiana, West Virginia, Oregon, Oklahoma, and New Hampshire. The purposes of these projects are to provide educational assistance to timber and forest products producers, local buyers, sawmill operators, and other processors in improving forestry marketing practices. Development of market outlets for low value and specialty products is included in most of the projects. Establishment of uniform sales contracts and selling methods on the basis of grade and use value is another important aspect of the new work on forestry. All available market and price information will be furnished farmers and local processors to keep them abreast of current market conditions of demand and supply. In some of the projects demonstrations are being conducted with producers on proper selection of products for market. Emphasis is also being given to expansion of market outlets for locally grown produc

FRUITS AND VEGETABLES

Under authority of the Agricultural Research and Marketing Act of 1946, the Agricultural Extension Services in nineteen States and Territories are engaged in educational and demonstrational programs designed to improve the marketing of fruits or vegetables.

These nineteen are Arkansas, Connecticut, Florida, Hawaii, Indiana, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New York, North Carolina, North Dakota, Puerto Rico, Rhode Island, South Carolina, Tennessee, Virginia, and West Virginia. Most of these have one project: Hawaii, Maryland, and Mississippi have two each, thus making a total of twenty-two RMA projects. One deals exclusively with the marketing of apples (West Virginia), two with potatoes (Maine and North Dakota), one with cannery crops (Arkansas), three with training of retail produce personnel (Florida, Indiana, and Maryland), and the remainder with a variety of problems associated with the marketing of fresh fruit and vegetables. Budgets aggregate about \$245,000, divided equally between Federal and State funds. The smallest is \$3,000, largest \$30,500.

These extension projects are in addition to the established work in this field being carried on under authority other than Public Law 733 (RMA). They are in addition also to the 14 State and 3 regional RMA consumer education projects designed to give consumers better market information about foods, all of which give important consideration to fruits and vegetables.

Arkansas - is encouraging growers and canners to deal on the basis of standard grades and inspection. Emphasis is on tomatoes, with some attention also to snap beans and spinach. "Graded" marketing is being contrasted with "flat rate" marketing in terms of quality delivered and returns to growers.

Connecticut - is working on a broad plan to improve harvesting, grading, packing and selling. Early attention has been focused on the packaging of tomatoes and icing sweet corn for store-door delivery and roadside stand sales.

Florida - is aiding and instructing retailers in better handling and merchandising methods.

Hawaii - is engaged in demonstrations of containers, including transparent consumer units, and transportation to market by air.

Indiana - is promoting better retailing. A portable training and display unit has been designed especially for this purpose and is in use.

Maine - is trying to reduce marketing costs and improve the quality of market potatoes.

Maryland - is training retail personnel, and undertaking to reduce wastes and improve local market outlets.

Massachusetts - is introducing methods at shipping points and in consuming markets to lessen spoilage and to improve marketing, grading, packing, etc.

Mississippi - is encouraging better grading, packing, displaying, and merchandising vegetables in the Hattiesburg and Jackson areas, and is developing improved market information at these two assembly points and elsewhere.

New Hampshire - is engaged in a program to create and expand demand for new products by demonstrating their special uses and qualities.

New York - is combatting wastes and losses, and assisting in bringing about better utilization and merchandising. Major activities have included demonstrations and educational work in connection with the marketing of sweet corn, peaches, and apples. Information also has been assembled and publicized on wastes and spoilage of vegetables at retail, and the quality of fieldrun potatoes purchased by PMA in different sections of the State under the Government price support program.

North Carolina - is undertaking to improve the grading, handling, and merchandising of sweet potatoes.

North Dakota - is expanding outlets for low-grade and surplus potatoes, and improving handling, sizing, and shipping of table stock. Feeding potatoes to livestock has given good results and shows signs of being widely adopted. Consumers' preferences for potatoes have been publicized by press, radio, meetings, bulletins, and a market tour to Chicago for growers and dealers.

Puerto Rico - is enlarging the educational forces in the Island for the purposes of expanding and creating new outlets for fruits and vegetables, improvement of quality, and adding to the efficiency of the marketing practices used.

Rhode Island - is encouraging efficient and orderly marketing to reduce waste, maintain quality, and lower costs.

South Carolina - is demonstrating more efficient marketing methods, particularly with melons and sweet potatoes.

Tennessee - is promoting better shipping methods and marketing practices. Use is made of a college-owned refrigerated truck specially designed for this purpose. Emphasis is on strawberries, tomatoes, snap beans and sweet potatoes.

Virginia - is emphasizing improved marketing to reduce costs, maintain quality and increase consumption.

West Virginia - is undertaking to reduce the damage to apples arising from over-filled packages.

The Extension Service is being encouraged to move aggressively into the training of food handlers, to the end that farm products may move more efficiently and with less waste through distributive channels. Emphasis at the outset is being placed upon educational and demonstrational work with retailers of fresh fruits and vegetables, because these perishables present immediate and critical problems. The Federal Extension Service is in the process of setting up a program to assist the States in this connection.

To date most expansions of the extension work in marketing fruits and vegetables made possible by RMA have taken place, with a few exceptions, in States relatively near populous consuming areas.

MARKET ORGANIZATION AND OPERATION

Oklahoma has underway a project to supply producers, managers, owners and local leaders with information and assistance on efficiency of marketing organizations and adequate marketing services. There are many different types of marketing and service organizations in operation that deal with selling farm products and farm services. The plan is to work with the types of organizations in an effort to give them educational assistance in working out yardsticks on efficiency and analyses of operating methods involving the optimum volume of business, membership practices, financing and good business policy. Assistance will be given to artificial insemination associations, local elevators, local creameries, local livestock auctions, local egg handlers, etc. Due to lack of available personnel, the work on this project is just now getting underway.

In South Carolina, a project has recently been set up to give educational leadership and guidance in the development and operation of adequate marketing facilities for the important crops and livestock in different sections of the State. Assistance will be given local groups of producers and trade people in analyzing their needs for additional marketing facilities and the development of proposed facility development. This project is cooperative with the Production and Marketing Administration and is tied in with the South Carolina Marketing Commission which has authority for sponsoring marketing facility projects in the State.

MEAT ANIMALS AND WOOL

Thus far Research and Marketing Act projects in extension education dealing with livestock provide; information on live animal quality in relation to quality of carcass and final products; programs for distribution of improved types of animals of superior market value; information dealing with improvement in handling methods to prevent loss and injury to animals; and orderly distribution of marketings to various markets and throughout the seasons of the year for local areas or markets.

Eleven States have extension projects on marketing of livestock and wool. These are widely distributed throughout the United States. The States with active improved projects in operation during 1949 are Colorado, Iowa, Missouri, Mississippi, New Mexico, Oregon, South Carolina, Utah, Virginia, West Virginia, and Wyoming. Of the sixteen projects which have been approved for work in these eleven States, seven deal with marketing beef cattle; both feeder and slaughter grades; three deal with hog marketings; two with marketing of sheep and lambs; two with wool marketing; and two with orderly marketing of livestock. Several of these projects deal with improving marketing methods through grading of products and marketing on a graded basis. Indications are that at least seven new State projects will be submitted for 1950, of which two will deal with cattle marketing; two with hogs; one with sheep and lambs; and two with general livestock marketing problems.

Several of the livestock projects have been approved only recently and have not progressed far enough to show definite results, however, several of the older projects are showing real progress.

A brief summary of the type of activity undertaken in the various State projects and the accomplishments on the more advanced projects are listed in the following paragraphs:

New Approaches to Cattle Marketing

The Virginia beef cattle and calf projects promote grading of cattle into slaughter grades by trained livestock graders before sale. With the gradual decentralization of livestock markets, the farmer has taken over more responsibility in selling his cattle and is often at a disadvantage because he has not seen similar cattle sell and cannot readily estimate grades and yields. The project was started with a series of meetings discussing cattle marketing, outlook, and telling farmers of the plan for grading cattle. Grading demonstrations followed in nine counties with 653 slaughter cattle graded before 2,746 farmers. Grading at sales will be done by experienced graders of the Virginia Bureau of Markets.

The Mississippi project promotes orderly marketing of Mississippi slaughter cattle. Through the development of winter pastures by fall seeding of winter oats on well fertilized land, cattle that in the past were marketed in November and December can be carried into January, February, and March. These cattle make good gains and are marketed in a more orderly manner over a longer period, thus bringing the farmers a uniformly higher price and also supplying the needed beef for local consumption over a longer season. The Extension agronomist has cooperated in promoting winter pastures and the marketing specialist demonstrates to farmers the advantages of spreading his cattle sales over the fall, winter and spring seasons, compared to selling them all in the shorter fall season. Records secured on this project during the 1948-49 season on 224 steers and calves marketed in March and April 1949 indicate profits of \$35 to \$55 per head, over and above values for these animals the previous fall plus charges for grazing and grain.

Grading demonstrations of feeder cattle consigned to area sales is a principal feature of the cattle marketing projects under way in Missouri and Colorado. Grading of feeder cattle before sale benefits both sellers and buyers. Better grades of cattle sell at the premium price over average cattle or the lower grades, which creates incentives for producers to improve quality. Grading also makes possible the opportunity for buyers to get the uniform lots of cattle which they want. In Missouri in 1948, eleven demonstrational feeder calf sales were held, at which 8,410 head of feeder cattle were handled. The Colorado project has been under way only a short time, however, meetings have been held with county agents to make plans for livestock grading demonstrations and tours with producer groups to a terminal livestock market. The purpose of these tours is to study market grades of livestock found at the market, and to study comparable carcass grades in the packing houses. The function and operation of a terminal livestock market will also be explained to the participating stockmen. Plans are also being developed to organize feeder cattle sales with two local livestock grazing organizations. Selling feeder cattle on grade will be tested at these sales.

Meat vs. Fat Hogs Get Attention

Hog marketing projects deal primarily with developing programs for marketing hogs on a basis of quality and yield of carcass, whereby premium prices will be paid for hogs yielding more lean meat in relation to lard and higher percentage of primal cuts and meeting consumer preference for size and weight.

The Virginia project is based on marketing hogs on the basis of cut-out value of the carcasses, while a proposed project from Ohio is developed around live grading of hogs before sale and developing a program for marketing the superior meat type of hog, both butcher and foundation breeding stock. In the Iowa project "Adjusting swine type and price margins to consumer demand," consumer demand and margins in price should reflect back to hog producers premiums for superior hogs which produce pork cuts of high quality and desired sizes preferred by consumers.

Western Ewes for Early Eastern Lamb

West Virginia and Virginia have projects on promoting the use of vigorous good type western range ewes in market lamb production, and in assisting lamb producers in securing good quality ewes. Western ewes give good performance in the eastern sheep and lamb areas and will produce an early lamb that is in demand and which commands a premium on the eastern fresh lamb markets.

Preparation and Sampling of Fleece Wool for Market

Wool marketing is the basis of two projects. One in Wyoming deals with "Introduction of Core Sampling of Wool." Demonstrations in taking core samples of wool from the clip are made. These samples are then scoured and the clean wool content is determined. Wool can then be marketed on a clean content as well as graded basis. In New Mexico, the project entitled "Preparation of Wool for Market," is aimed toward bringing about a better understanding of wool marketing problems both with wool producers and county extension personnel. Four wool marketing schools, and ten wool grading demonstrations were conducted in the 1949 shearing season. Wool grading, skirting, tying and bagging were demonstrated. Market information on wool is broadcasted regularly through press and radio.

Wool Quality Improvement Through Ram Selection

Closely related to the wool grading program is the New Mexico ram marketing and certification program conducted under a project entitled "Demonstrating the feasibility of marketing wool breeds of rams according to grades based on wool productivity of the individuals." Rams are scored on basis of staple length of fleece and several other factors such as degree of wrinkles, face covering and body conformation, and if up to certain standards are certified for breeding rams. It is expected that this program will do much to improve the quality of staple length, and uniformity of wool production.

Improved Marketing Methods

A number of general functional marketing problems are also given consideration in many of these extension livestock marketing projects. Among these are prevention of shipping and handling losses, adequacy of marketing facilities, methods of transportation, and improved marketing methods. Orderly distribution of marketings of livestock to various markets and during the different seasons of the year for local areas or markets is the principal objective of the projects in Oregon and Mississippi. In these projects, programs are being developed to bring about a more uniform flow of livestock to markets throughout the year, and to balance market receipts with effective market demand.

Livestock Marketing Projects and Programs in the Coming Year

While a great deal of educational work in livestock marketing has been done with livestock producers and handlers in the past by the regular Extension Service, many new problems requiring additional educational work have appeared. New problems are continually arising with postwar adjustments, shifts in agricultural production, shifts in population and consumer demand, changes in world trade and, last but not least, new technological developments in marketing methods.

Work being carried on now is aimed primarily at problems near to the producer. This is indicated by the number of projects dealing with market grades and quality improvement, shipping losses and distribution of marketings. Future marketing work will obviously be needed in fields where research studies are now being conducted or recently completed. Such work will give greater emphasis to local handlers' problems and problems related to transportation, processing, and distribution.

In many cases problems relating to livestock marketing have interstate or regional implications. Greater coordination and continuity of educational programs in adjoining States having common problems and conditions are highly important if maximum results are to be obtained. Regional conferences of State Extension personnel responsible for coordination of marketing extension work should be held in areas where problems of a regional or interstate nature are found to exist. Such joint conference should set out what the problems are that need joint or unified attention and the best methods of attack for their solution.

The lack of State matching funds for RMA marketing projects in a number of States where State extension directors have expressed the need for projects in livestock marketing is a real handicap in getting unified State projects in areas where a similar problem exists in an area covering several States.

The number of new livestock marketing projects already submitted for 1950 by several States and an expression of need and desire for a number of others from States where State matching funds are lacking is encouraging and is evidence that State Extension personnel are vigorously attacking the problems on a broad front.

Poultry and Eggs

During the past year, State extension work in marketing poultry and poultry products with the support of RMA funds is being conducted in 19 States. This educational and demonstrational work with producers, handlers, and consumers is in addition to the extension work that began earlier and was carried on with funds other than those available through matching with RMA. All of the States with these new extension projects are east of the Rocky Mountains; six are located in the Southern States, and 9 in the central area of the country.

These 19 States include Alabama, Florida, Iowa, Kansas, Kentucky, Illinois, Maryland, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Mexico, Pennsylvania, South Carolina, South Dakota, Texas, Virginia, and Wisconsin. Each State had one active project except New Hampshire which had two.

Problems of marketing eggs appear to be receiving first attention in most of the States. In most of the Central and Southern States, particular attention is being given to improving the quality of eggs delivered by the farmer and those handled by the trade. In many of these States, they are just beginning to get a recognition of differences in quality with some premium in price to poultrymen for eggs of superior quality. Poultry production specialists are cooperating in demonstrating to poultrymen and their families, ways in which they can maintain egg quality on the farm.

Extension work with handlers is conducted by demonstrating grade differences in quality and the conditions which tend to stimulate deterioration. First, handlers are encouraged to develop market outlets for superior quality eggs and pay premiums to producers for eggs of superior quality. Quality premiums are reported for last year varying from \$1.50 to \$1.90 per case to farmers.

That it is necessary to do educational work with buyers and handlers to get results is indicated by the fact that most of the States first had conferences with buyers and did demonstrational work with them on matters of quality and price differences. With the active cooperation of the buyers and an intensive educational program with producers, encouraging results were obtained and reported in several of these States. For example, Missouri reports that the volume of eggs sold by producers on a graded basis in 1948 was 50 percent larger than in 1947.

In Wisconsin, Minnesota, and Texas, the educational program was carried on intensively with retailers, wholesalers, and producers in and around large centers of population such as Milwaukee, Minneapolis, Dallas, and Houston. The most intensive educational program of this type was conducted in Minnesota where with the cooperation of the Experiment Station staff in Agricultural Economics and Poultry Husbandry information was obtained from their egg quality and marketing practices on 210 retail stores in the summer of 1947. A dozen eggs of each grade offered for sale in each store was purchased and graded by State-Federal inspectors. The results of this grading and of the survey were presented to a market-wide representative group of retailers, wholesalers, and producers. The information, together with the recommendations of the conference, were taken back to each retail and wholesale agency and made available to producers through the county agent. The Minneapolis Consumer Interests group, the Minneapolis Chamber of Commerce, and the Minneapolis Council for Social Agencies, as well as the State Department of

Agriculture were represented. Each of these groups assumed some responsibility for further educational work in connection with improving quality for eggs. Factual information from the research study and periodic radio broadcasts continued the interest for improvement and a resurvey of egg quality and marketing practices was made in April 1948. The State Department of Agriculture developed consumer grades for eggs with the hope that consumers could then more readily recognize quality differences and obtain eggs of the particular size, quality, and price to suit their needs. Information obtained from the situation in Minneapolis was used more widely with producers and egg buyers in other parts of the State.

In Wisconsin, a total of 30 representative retail stores were selected in 4 cities of the State to carry on education work in egg quality. Display cards and small leaflets were made available for their use. Many of these storekeepers had never seen an egg candled previously and had little understanding of differences in quality and of egg grades. Twenty-eight out of 30 storekeepers developed more interest in merchandising quality eggs and several improved their methods of storing, handling, and display. The sales of eggs in these stores approximately doubled. Educational work was carried on with producers to assure the stores of good quality eggs upon arrival.

Poultry marketing was given first attention in several States. Demonstrational work on proper dressing, refrigerating, and merchandising with broilers and other chickens and the efficient operation of poultry-dressing plants was the main activity of the projects in Alabama and New Hampshire. About 2½ million pounds of poultry was processed in two plants in Alabama. The extension work here involved educational and demonstrational work with the processors and with the farmers producing poultry for the processing plants.

A unique project was conducted in New Hampshire in connection with the air transportation of baby chicks from numerous small hatcherymen to buyers of baby chicks in many of the eastern States. The problem was one of getting the chicks assembled at a time and place where air cargo carriers could pick them up in plane loads. This involved assembling around 9,000 chicks for the smaller two-engine planes and around 50,000 for the larger planes.

From this brief summary, it is easy to see problems that need first consideration very greatly from State to State. The methods employed and the particular group or groups with whom educational work is done depends on the local situation and interest. As the local problems are solved, marketing problems of an inter-State character will call for attention. Extension methods in marketing poultry and eggs that get a good result in one State may provide useful suggestions for another. Within a few years the results of marketing research work done within the States on a regional basis and by the U. S. Department of Agriculture will provide information that will require more and more extension work on marketing problems and on a broader base.

CONCLUSION

New conditions and changing public policy have brought about marked changes in attitudes toward agricultural marketing.

Efficient movement of the products of agriculture from producer to consumer is coming to be recognized as essential to the continued welfare of agriculture and society as a whole, and therefore every practicable effort toward that goal merits wise attention and strong support. Important advances are taking place in the facilities and practices employed commercially in assembling and distributing farm products. Significant expansion is under way in research, service, and regulatory functions, and educational activities dealing with marketing. The extension work summarized herein typifies the nature and the degree of this expansion.

Though marketing may be thought of as inseparable from production, nevertheless the Midwest Extension Marketing Workshop at Iowa State College in October, 1948 agreed that for practical purposes "agricultural marketing begins with the harvesting of the crop and carries through until the product reaches the consumer," and that with respect to the educational aspects of marketing "close cooperation is necessary between extension workers in marketing, production and home economies." In the extension programs reviewed in the preceding pages the emphasis generally is in this direction. A desirable degree of cooperation and coordination may be noted.

The enlarged opportunities and responsibilities of the Extension Service arising from the growth of the marketing field show signs of equaling if not exceeding eventually Extension's activities in production.

The problems in marketing are critical, many of them immediate. Results of marketing research are becoming available at a sharply increased rate, and therefore solutions to these problems may be devised with greater reliability and assurance. Extension personnel qualified and trained in marketing is expanding. Extension is beginning to work on marketing problems on a broad scale with groups of people it has not worked with very much in the past - jobbers, retailers, consumers, and others - groups that in the aggregate far outnumber the producers and first handlers and processors.

The task ahead is one of first magnitude. The Extension Marketing Committee called attention to this fact in its report of its fifth meeting in Washington, D. C., in May, 1949. The Committee said this about the future development of extension work in marketing: "The Extension Service is faced with the biggest job in its history ... We are faced with the task of developing an additional program at least as large as the one we have already developed and of working with several times as many people as we are now working with."

The Extension Service is confronted with an extraordinary challenge.